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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : Steven M. Schein et al.  
Application No. : 09/810,324 Confirmation No.: 9059  
Filed : March 16, 2001  
For : SYSTEMS AND METHODS FOR LINKING  
TELEVISION VIEWERS WITH ADVERTISERS  
AND BROADCASTERS  
Group Art Unit : 2623  
Examiner : Omar S. Parra

New York, New York 10036  
April 28, 2008

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action dated December 28, 2007, applicants respectfully request reconsideration and allowance of this application in light of the following:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper;  
Remarks begin on page 12 of this paper.